



IRFocus

**The official journal of the Institute of Retirement Funds
Generic Rate Card 2011**

The Institute of Retirement funds

- Represent the retirement fund industry through consultation with Government and various decision makers, including the South African Revenue Service and the Financial Services Board, on issues of concern.
- The IRF helps to outline and address the major issues facing the retirement industry, on behalf of its members, and thereby be part of the process of shaping the future of the industry.
- Bring together all interested parties and stakeholders through representation on the IRF council and the various standing committees.
- Is representative of all retirement fund members to ensure that the retirement interests of all South Africans are addressed.
- Facilitate extensive consultation in the industry through regular liaison and meetings with official bodies, including organized labour and other interest groups.
- Provide on-going education and training through courses, seminars, workshops and conferences.
- Keep our members informed on new developments and current trends in the industry via quarterly reports, IRFocus and an annual report on the activities of the Institute.

Distribution

The journal forms a major communications channel through which the Institute communicates with its members. The journal distribution is 2000 and reaches:

- Fund Trustees
- Financial Institutions
- Corporate Executives
- Training & Development Organisations
- Legal Profession
- Government Officials
- HR Managers
- Employee Benefit Administrators
- Financial Advisors
- Receiver of Revenue
- Trade Union Officials

Advertising Rates – Full colour, per insertion (Excluding VAT & Agency Commission)

Number of Insertions	Full Colour 4 Insertions	Full Colour 2 Insertions	Full Colour Casual	Special Positions	Rate
Double Page Spread	R 11 150	R 14 887	R15 948	Cover Story (Company Profile)	R 16 800
Half Double Page Spread	R 9 480	R 9 925	R 10 632	Inside Front Cover	Space rate + 30%
Full Page	R 8 478	R 9 023	R 9 666	Outside Back Cover	Space rate + 40%
Half Page	R 5 510	R 5 864	R 6 282	Inside Back Cover	Space rate + 20%
Third Page	R 4 422	R 4 482	R 4 820	Inserts e.g. Flyers ,Book marks, DVD/CD(printed material to be supplied)	R8 000
Quarter Page	N/A	N/A	N/A	Belly Bands	R8 000
Classified – Sixth Page	N/A	N/A	N/A	Gatefolds (3pages)	R24 850

Advertorial

Advertorial rates the same as advertising rates. Advertisers are to ensure that copy and photographs fit into the allocated space.

4 Issues: Published quarterly: March, June, Sept, and December.

Deadlines: Kindly find attached

Subscription Rates (Excluding VAT): R280.00 –Members
R380.00-Non members
(Vat excluded), Four issues annually



Dimensions –A4 Size Magazine

A4 Full page Trim: 297mm deep x 210mm wide

Half Page horizontal: 130mm deep x 180mm wide type area
-With bleed: add 18mm all round to above type area

A4 Full page type area: 265mm deep x 180mm wide

Half page vertical: 265mm deep x 90mm wide type area
-With bleed: add 18mm all round to above type area

A4 Double page type area: 265mm deep x 390mm wide

Third page horizontal: 85mm deep x 180mm wide type area
-With bleed: 18mm all round to above type area

Double page spread trim: 297mm deep x 420mm wide

Bleed for above: Allow 5mm bleed where required

MATERIAL REQUIRMENTS:

ONLY A PRESS READY PDF FORMAT WILL BE ACCEPTED

- **Press-optimised** PDF files. PDF Version 1.3 or higher
- All images & scans CMYK 300DPI. Convert pantone & spot colours to relevant CMYK
- Ensure that no scans are compressed (JPG, LZW, or JPG encoding).
- Please do not use DCS(Desktop colour Specification),OPI(Open Prepress Interface)
Or any other pre-separated formats
- Do not include any ICC Profiles in file
- No crop/registration marks or colour bars

For more information regarding Advertising sales, Submission of ad materials and articles

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IRFOCUS Material Deadline 2011.

Edition/ Issue 2011	Material Deadline (Artwork & Advertorial)	Comments
March	Feb 18	
June	May16	
Sept	Aug 01	
Dec	Nov 01	



ADVERTISING CONTRACT NO: _____
CLIENT ORDER NO: _____

Institute of Retirement Funds, P O Box 78870 Sandton 2146

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IRFocus –Official Journal of the Institute of Retirement Funds
ADVERTISING CONTRACT

Please place our advertisement in IRFocus as stipulated below

- Outside back cover inside Back Cover Half Page Layout: Vertical _____ Horizontal _____
- Inside Front Cover Double Page Spread Quarter page Layout: Vertical _____ Horizontal _____
- Full Page –Special Position required (will comply where possible) Third Page Layout Vertical _____ Horizontal _____
- Advertorial –size &Description _____ Number of insertions _____
Applicable issues and dates _____

Other _____

For the above stipulated we agree to pay the sum of R _____ (+VAT) per insertion , and to supply the advertising material in the format and by the dates as stipulated on the current IRF Advertising Rate Card.

Please Note: Press optimized PDF format is required .It is the client’s responsibility to ensure that the artwork is correct in terms of content colour and fonts. The Publisher cannot be held liable for errors in final material supplied directly by clients or their agencies.

ONLY A PRESS READY PDF FORMAT WILL BE ACCEPTED

Special Instructions

Other comments _____

I have received a cop[y of this order, which is subject to the Terms stated above and on the back hereof (attached to)I warrant that i am duly authorised to enter into this contract .This order is not subject to cancellation or countermand.

Client Signature _____ Name: _____

Date: _____

Company Name: _____

Physical Address _____

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ADVERTISING CONTRACT NO: _____
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Postal Address: _____

_____ Code: _____

Tel: _____ Fax: _____ Cell _____

Email _____

IRF Sales Consultant _____ Tel _____ Cell _____